

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WRAL-TV Raleigh	Date: 9/4/12
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I, Stephanie Maroney

do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges: \$71,150.91 \$60,477.50 net

This broadcast time will be used by: American Crossroads

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

8/31/12 Steph Murray 703-299-1760
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

Dave Lyles Dave Lyles Sales Manager
Signature Printed Name Title



WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

CONTRACT

<u>Contract / Revision</u> 115089 /		<u>Alt Order #</u> 06226475
<u>Product</u> AMER CROSSROAD 09/04		
<u>Contract Dates</u> 09/04/12 - 09/13/12		<u>Estimate #</u> 690
<u>Advertiser</u> American Crossroads		<u>Original Date / Revision</u> 07/09/12 / 08/29/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
<u>Special Handling</u> CIA - Mark PAID		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 11	<u>Product Code</u> 27
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Crossroads Media LLC
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WRAL	09/07/12	09/07/12	Noon News	12p-1p		:30			NM	1	\$700.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----1--				1	\$700.00			
N 2	WRAL	09/07/12	09/07/12	WRAL 5:30AM News	530-6a		:30			NM	1	\$1,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----1--				1	\$1,000.00			
N 3	WRAL	09/07/12	09/07/12	5:30 News	530-6p		:30			NM	2	\$2,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----1--				1	\$2,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WRAL	09/03/12-09/09/12	5:30 News	530-6p	-----F----	:30		\$2,000.00	NM		
	See MG 3.2,3.3											
	2	WRAL	09/03/12-09/09/12	U.S. Open Tennis Friday	11am-7pm	-----F----	:30		\$1,000.00	NM		
	Ⓜ MG for 3.1 09/07											
	ISSUE CLASS OF TIME											
	3	WRAL	09/03/12-09/09/12	U.S. Open Tennis Friday	11am-7pm	-----F----	:30		\$1,000.00	NM		
	Ⓜ MG for 3.1 09/07											
	ISSUE CLASS OF TIME											
N 4	WRAL	09/07/12	09/07/12	CBS Evening News (M-F)	630p-7p		:30			NM	1	\$2,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----1--				1	\$2,000.00			
N 5	WRAL	09/07/12	09/07/12	CBS This Morning	7am - 9am		:30			NM	1	\$850.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----1--				1	\$850.00			
N 6	WRAL	09/10/12	09/10/12	Late News	11-1135p		:30			NM	2	\$4,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	2-----				2	\$2,000.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

Contract / Revision	Alt Order #
115089 /	06226475

Contract Dates	Product	Estimate #
09/04/12 - 09/13/12	AMER CROSSROAD	09690

Advertiser	Original Date / Revision
American Crossroads	07/09/12 / 08/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
N 7	WRAL	09/10/12	09/10/12	WRAL 5am News	5am - 5:30a		:30			NM	1	\$700.00
ISSUE CLASS OF TIME												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 09/10/12 09/16/12 1----- 1 \$700.00												
N 8	WRAL	09/10/12	09/10/12	5:00 First News	5-530p		:30			NM	2	\$4,000.00
ISSUE CLASS OF TIME												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 09/10/12 09/16/12 2----- 2 \$2,000.00												
N 9	WRAL	09/10/12	09/10/12	6pm News (M-F)	6-630p		:30			NM	1	\$2,500.00
ISSUE CLASS OF TIME												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 09/10/12 09/16/12 1----- 1 \$2,500.00												
N 10	WRAL	09/10/12	09/10/12	WRAL AM News	6-7a		:30			NM	1	\$1,600.00
ISSUE CLASS OF TIME												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 09/10/12 09/16/12 1----- 1 \$1,600.00												
N 11	WRAL	09/10/12	09/10/12	Inside Edition	7-730P		:30			NM	2	\$3,000.00
ISSUE CLASS OF TIME												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 09/10/12 09/16/12 2----- 2 \$1,500.00												
N 12	WRAL	09/08/12	09/08/12	WRAL 6a News Sat	6-8a		:30			NM	1	\$600.00
ISSUE CLASS OF TIME												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 09/03/12 09/09/12 -----1- 1 \$600.00												
N 13	WRAL	09/09/12	09/09/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$900.00
ISSUE CLASS OF TIME												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 09/03/12 09/09/12 -----1 1 \$900.00												
N 14	WRAL	09/06/12	09/06/12	Late News	11-1135p		:30			NM	1	\$2,000.00
ISSUE CLASS OF TIME												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 09/03/12 09/09/12 ---1--- 1 \$2,000.00												
N 15	WRAL	09/06/12	09/13/12	Noon News	12p-1p		:30			NM	2	\$1,400.00
ISSUE CLASS OF TIME												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 09/03/12 09/09/12 ---1--- 1 \$700.00												
Week: 09/10/12 09/16/12 ---1--- 1 \$700.00												
N 16	WRAL	09/06/12	09/06/12	WRAL 5am News	5am - 5:30a		:30			NM	1	\$700.00
ISSUE CLASS OF TIME												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 09/03/12 09/09/12 ---1--- 1 \$700.00												
N 17	WRAL	09/06/12	09/06/12	5:00 First News	5-530p		:30			NM	1	\$2,000.00
ISSUE CLASS OF TIME												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 09/03/12 09/09/12 ---1--- 1 \$2,000.00												
N 18	WRAL	09/13/12	09/13/12	WRAL 5:30AM News	530-6a		:30			NM	1	\$1,000.00
ISSUE CLASS OF TIME												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												

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Contract / Revision	Alt Order #
115089 /	06226475

Contract Dates	Product	Estimate #
09/04/12 - 09/13/12	AMER CROSSROAD	09690

Advertiser	Original Date / Revision
American Crossroads	07/09/12 / 08/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---1---				1	\$1,000.00			
N 19	WRAL	09/13/12	09/13/12	5:30 News	530-6p		:30			NM	1	\$2,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---1---				1	\$2,000.00			
N 20	WRAL	09/06/12	09/06/12	6pm News (M-F)	6-630p		:30			NM	2	\$5,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---2---				2	\$2,500.00			
N 21	WRAL	09/06/12	09/06/12	WRAL AM News	6-7a		:30			NM	1	\$1,600.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---1---				1	\$1,600.00			
N 22	WRAL	09/13/12	09/13/12	CBS Evening News (M-F)	630p-7p		:30			NM	1	\$2,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---1---				1	\$2,000.00			
N 23	WRAL	09/06/12	09/06/12	Inside Edition	7-730P		:30			NM	1	\$1,500.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---1---				1	\$1,500.00			
D 24	WRAL	09/04/12	09/04/12	Late News	11-1135p		:30			NM	0	\$0.00
ISSUE CLASS OF TIME												
N 25	WRAL	09/11/12	09/11/12	Noon News	12p-1p		:30			NM	1	\$700.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-1-----				1	\$700.00			
D 26	WRAL	09/04/12	09/04/12	5:00 First News	5-530p		:30			NM	0	\$0.00
ISSUE CLASS OF TIME												
N 27	WRAL	09/11/12	09/11/12	5:30 News	530-6p		:30			NM	1	\$2,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-1-----				1	\$2,000.00			
D 28	WRAL	09/04/12	09/04/12	6pm News (M-F)	6-630p		:30			NM	0	\$0.00
ISSUE CLASS OF TIME												
N 29	WRAL	09/11/12	09/11/12	CBS Evening News (M-F)	630p-7p		:30			NM	1	\$2,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-1-----				1	\$2,000.00			
D 30	WRAL	09/04/12	09/04/12	Inside Edition	7-730P		:30			NM	0	\$0.00
ISSUE CLASS OF TIME												
N 31	WRAL	09/11/12	09/11/12	CBS This Morning	7am - 9am		:30			NM	1	\$850.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-1-----				1	\$850.00			
N 32	WRAL	09/07/12	09/07/12	Fri Hour 2	9-10p		:30			NM	2	\$8,000.00
ISSUE CLASS OF TIME												

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Advertiser	Original Date / Revision
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----2--				2	\$4,000.00			
N 33	WRAL	09/12/12	09/12/12	Late News	11-1135p		:30			NM	1	\$2,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--1----				1	\$2,000.00			
N 34	WRAL	09/12/12	09/12/12	WRAL 5am News	5am - 5:30a		:30			NM	1	\$700.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--1----				1	\$700.00			
N 35	WRAL	09/12/12	09/12/12	5:00 First News	5-530p		:30			NM	1	\$2,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--1----				1	\$2,000.00			
N 36	WRAL	09/05/12	09/05/12	WRAL 5:30AM News	530-6a		:30			NM	1	\$1,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--1----				1	\$1,000.00			
N 37	WRAL	09/05/12	09/05/12	5:30 News	530-6p		:30			NM	1	\$2,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--1----				1	\$2,000.00			
N 38	WRAL	09/12/12	09/12/12	6pm News (M-F)	6-630p		:30			NM	1	\$2,500.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--1----				1	\$2,500.00			
N 39	WRAL	09/05/12	09/05/12	CBS Evening News (M-F)	630p-7p		:30			NM	1	\$2,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--1----				1	\$2,000.00			
N 40	WRAL	09/12/12	09/12/12	Inside Edition	7-730P		:30			NM	1	\$1,500.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--1----				1	\$1,500.00			
N 41	WRAL	09/05/12	09/05/12	CBS This Morning	7am - 9am		:30			NM	1	\$850.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--1----				1	\$850.00			
Totals											44	\$71,150.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/13/12	44	\$71,150.00	\$60,477.50
Totals	44	\$71,150.00	\$60,477.50

Signature: _____ Date: _____

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